2016 European Advertising Consumer Research Index

European Self-Regulatory Programme for Online Behavioural Advertising (OBA)

The Programme continues to grow. Today it supports:

229 billion
Icons delivered in 2015 alone

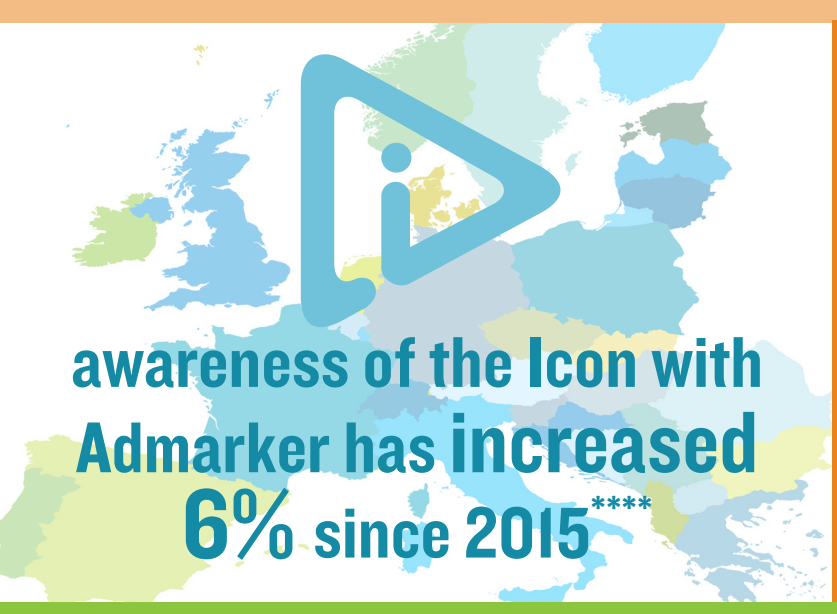
165
Licensed Companies*

149
Self-Certified Companies*

96
Certified Companies*

Youronlinechoices.eu
available in

- **27** different languages*
- **33** European markets*
- **120** companies integrated*
- **1.9 million** avg. monthly visitors (Jan-Nov 2016)



awareness of the Icon with Admarker has increased 6% since 2015****

59%
of consumers in **Portugal** have seen the **Icon****

In Great Britain awareness has risen steadily for four consecutive years - now at 34%, that is a 6% increase from 2015 and a 13% increase from 2012

At least **1 in 4**

consumers who have seen the OBA Icon say they have clicked on it across 14 out of 15 countries surveyed, rising to 45% in Bulgaria

When asked what the means, a top two response in 12 of 15 countries was...

Manage your privacy preferences

Potential to increase favourability

36%***
Felt that having this information made them trust the brand advertised more

44%***
Were more favourable about OBA

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Research commissioned by TRUSTe and the EDAA and conducted by Ipsos MORI amongst 15,000 people across 15 European Markets in Nov 2016
*All companies & figures accurate as of 20 Nov 2016 ** Plus Admarker text e.g. AdChoices *** Based on adults aged 18-50 across all countries surveyed
**** In 13 countries with 2015 data